LEGACY PRODUCTIONS

The Whole Earth Catalog
Television Series

December 1994

Introduction The *Millennium Whole Earth Catalog*, the latest in a 25 year tradition of best-selling guides to innovative tools and ideas, has just been published. A multi-part television series/specials based on it is being developed for distribution worldwide.

Background Since 1968 *Whole Earth Catalogs* have led the way in identifying the key tools, concepts, and issues for our times. The *Catalogs*, produced by the not-for-profit POINT FOUNDATION, find the activists, innovators, and explorers, share information about the tools they think are best, and let the readers do the rest. Founding editor Stewart Brand has said, "The lineage of this service goes back to the *Encyclopédie* of Diderot:...it took for granted toleration, the march of mind exemplified by science, and the good of the whole people. (It) was the leading tool of the Enlightenment."

Over 3 million copies later, much of what the early *Catalogs* presented has become mainstream—from solar energy, mountain bikes, self-publishing and personal computers, to ecology, alternative medicine and whole systems—most saw it all in the *Catalogs* first, and it's now a widely recognized and respected brand-name source of information. The *Millennium Whole Earth Catalog* integrates the best of the past 25 years with the best for the next 25 years. "A fascinating and crucial tour of our increasingly fragile planet." (*New York Times*) "The coolest Yellow Pages around." (*Kirkus Reviews*)

Television The *Millennium Whole Earth Catalog* is nearly 400 oversized pages with an average of three stories per page: books, personalities, hardware, software, sources, secrets, and serendipity, with an accessible down-to-earth attitude and a sense of humor. Combined with an insider's view of the colorful history and the on-going process of the remarkable group of editors all over the world collecting and choosing the information, there's ample material for an extraordinary television series—a sort of *National Geographic Explorer* (or *Connections*) for the adventurous of mind and spirit. Driven by timely content and presented by engaging personalities, a *Whole Earth Catalog* show will be a must-watch, talked-about intersection of science, technology, health, ecology, home improvement, self-improvement, privacy, money, sacred traditions, world music, and cultural survival—the significant work and play of our times. This is a unique prism that will bring together an international audience of boomers and the next generation—common ground for the curious and committed of all ages.

Description

The *Whole Earth Catalog* show will be a series of broadcast hour multi-segment programs featuring a team of on-screen expert-presenters—one for each of the several arenas or "domains" covered in the *Catalog*. (These are: Communications, Community, Livelihood, Learning, Health, Whole Systems, Biodiversity, Sustainability, Sex and Family, Taming Technology, Nomadics, Political Tools, and Household.) Segments from three to five domains per program will be included. A different presenter will be featured for each show and will introduce, sum up, and guide the audience to an insight of the interconnectedness of that show's segments.

In keeping with the identity of the *Catalog* as *the* cutting edge filter for important information, segments will utilize interviews, location footage, archival footage, computer graphics and animation, and world music, in a mature, contemporary, multi-textured style (*Dateline*, *Eye To Eye*, *60 Minutes*, *Network Earth*, *TV Nation*, and CNN come to mind).

Many of the segments lend themselves to deeper coverage and represent resources for possible television/video specials (and archival footage sales) on their own. Programs about ethnobotany and healing, water resources, desktop audio and video, making technology visible, dealing with death, information—ethics and access, energy and shelter, self publishing, effective citizenship, world travel strategies, medical self-care, transforming education, etc., presented with the authority of the *Whole Earth Catalog* (and not incidentally, the audience-building reference on the show), could be developed economically and efficiently.